



**Quality Growth Commission**  
July 28, 2011

**The Wasatch Choice for 2040:  
Regional Transportation and Land Use Vision**

Andrew Gruber  
Executive Director  
Wasatch Front Regional Council

We enjoy high quality of life  
in our region...



Wasatch  
CHOICE for 2040



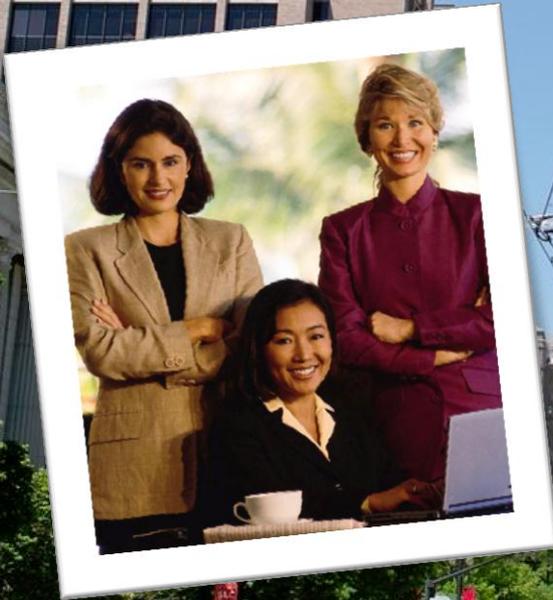
We enjoy access  
to the outdoors,



friendly  
communities,

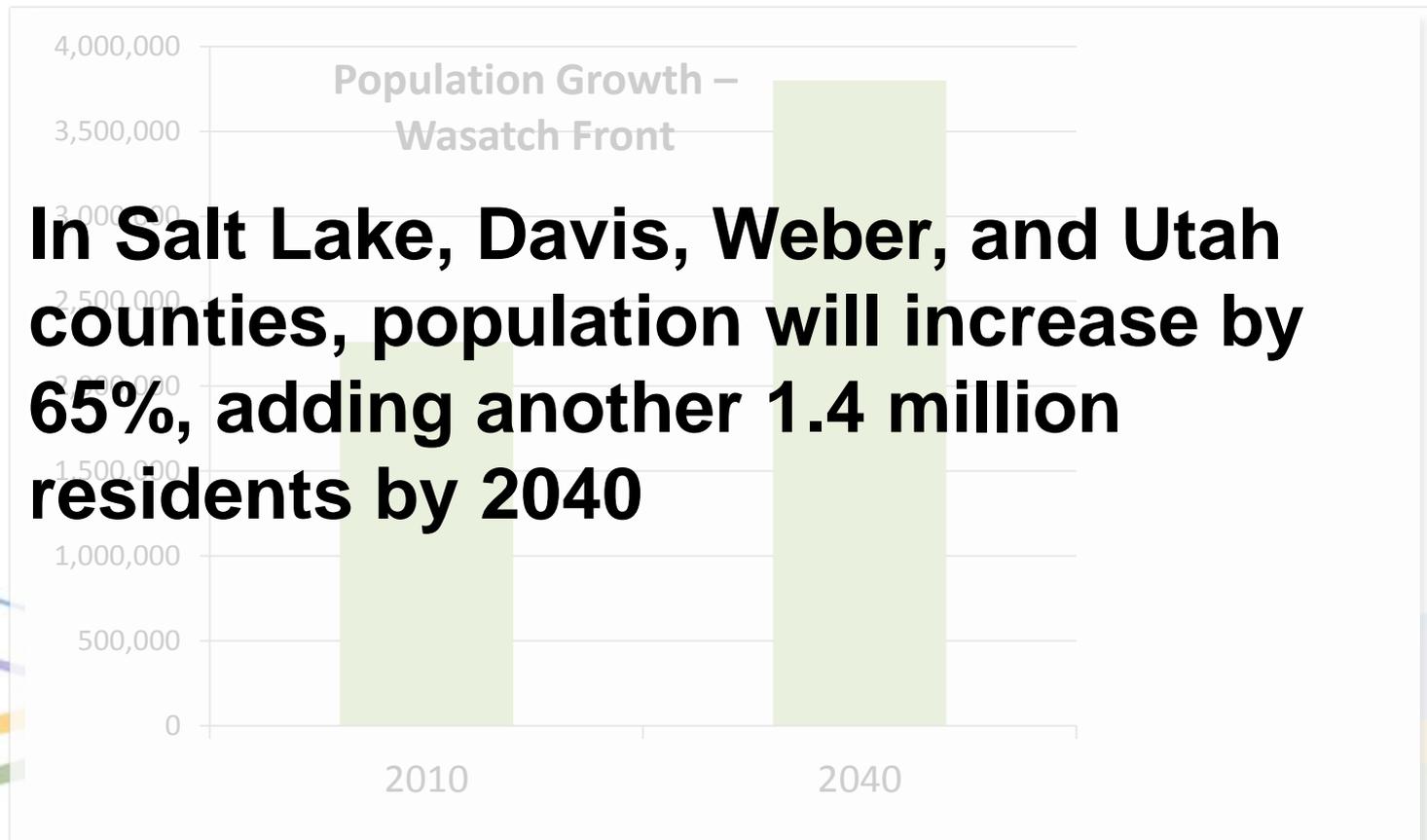


and rich  
economic  
opportunities...



# But growth is coming...

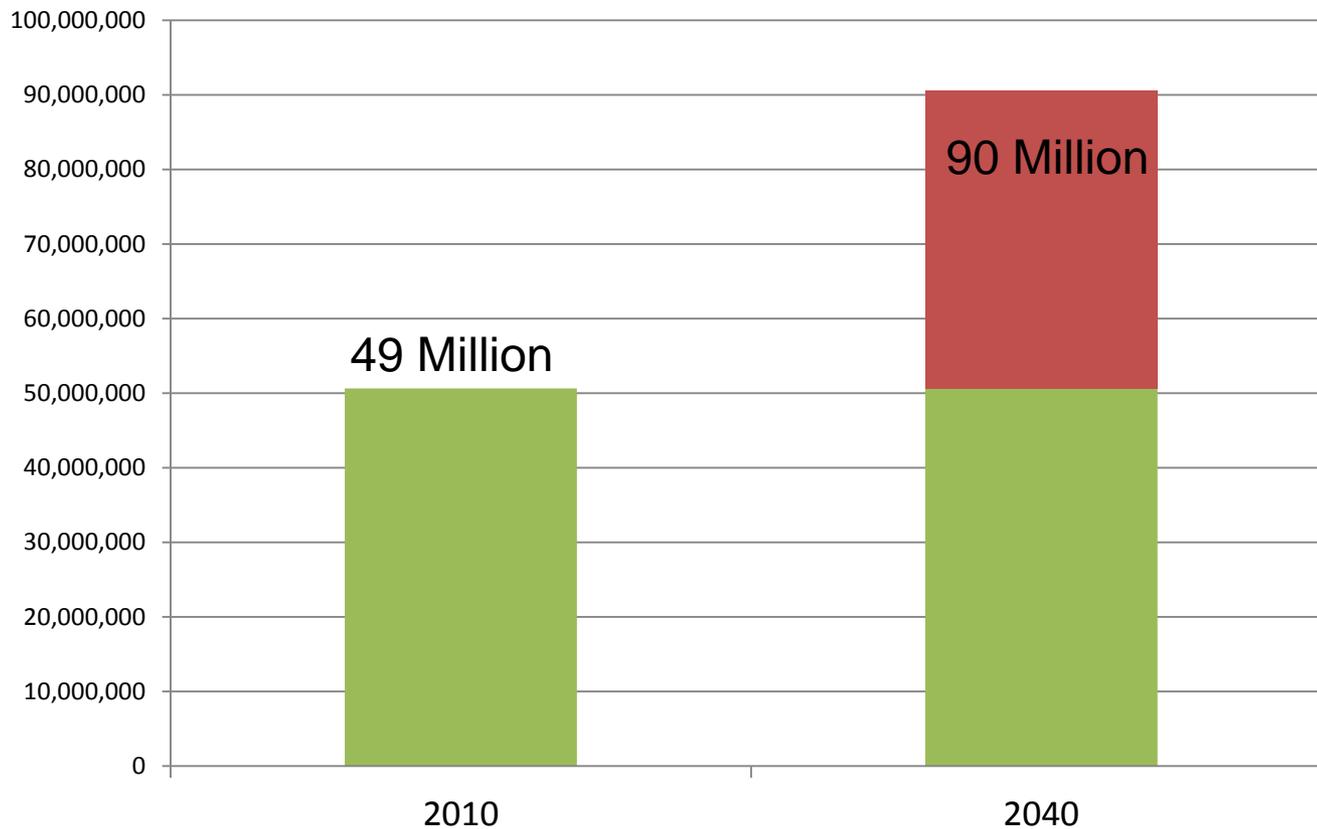
**In Salt Lake, Davis, Weber, and Utah counties, population will increase by 65%, adding another 1.4 million residents by 2040**



# Traffic Congestion...



**Miles driven daily will almost double by 2040**

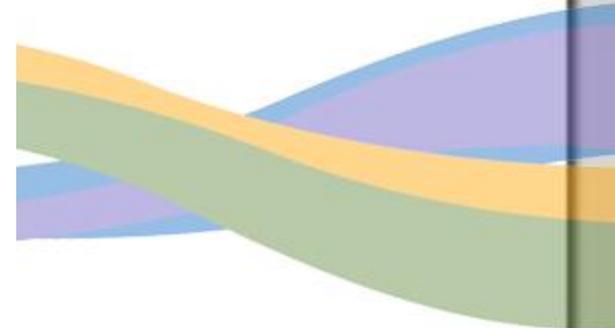
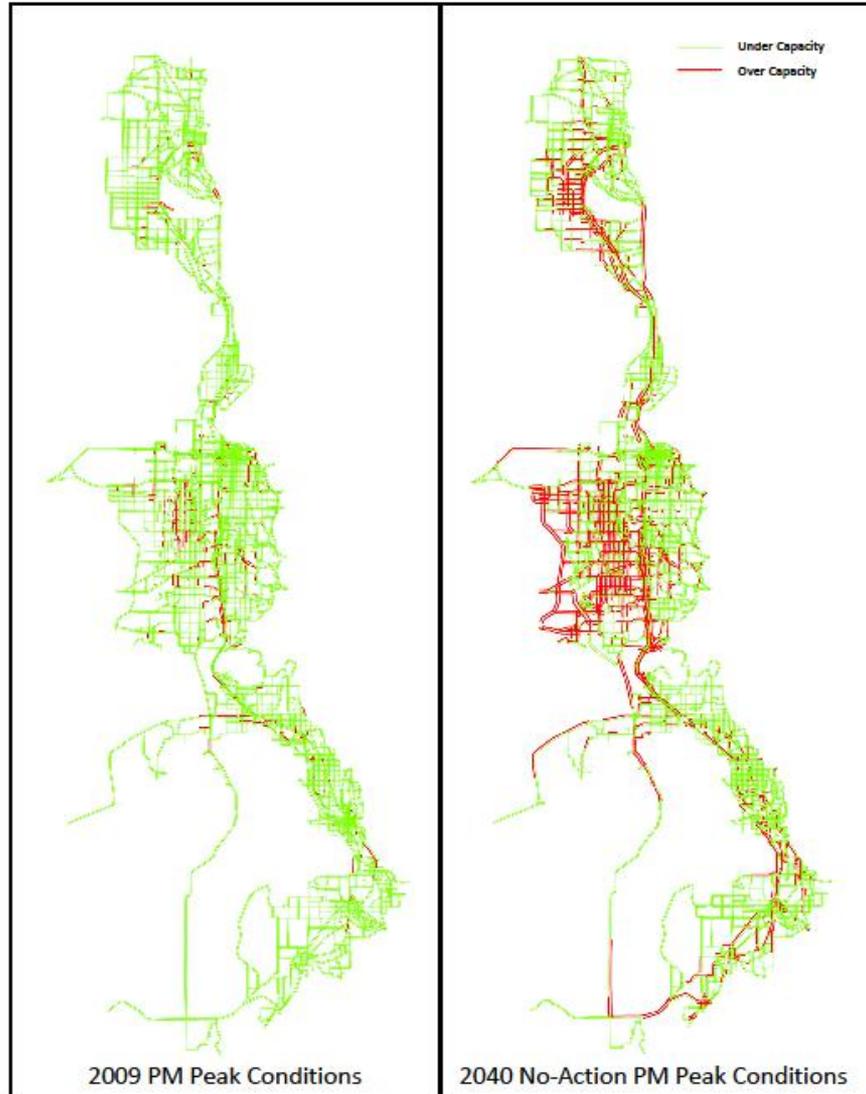


WFRC and MAG

# Wasatch Front Congestion Comparison



Wasatch  
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# Air Pollution...



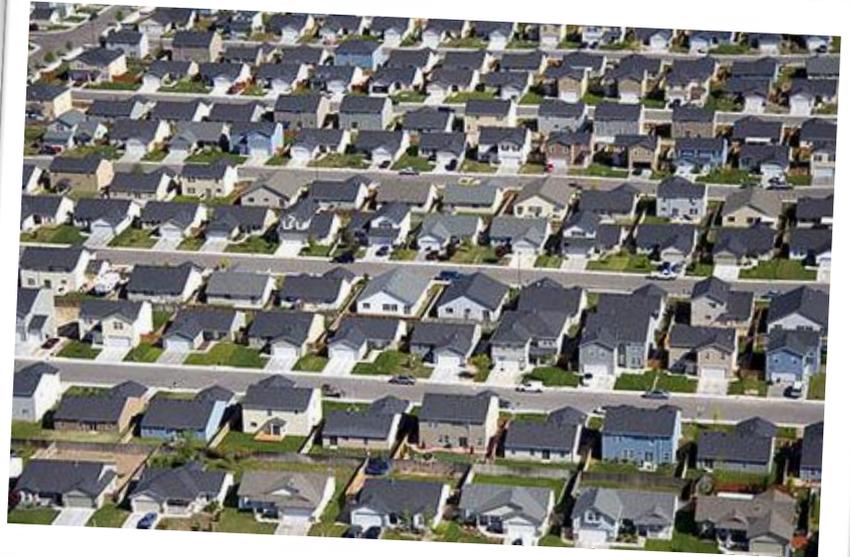
As our population continues to grow and we drive more and more, our air will become more polluted, threatening our health and economic prosperity.



# Loss of open space and access to the outdoors...



In Salt Lake, Davis, Weber and Utah Counties, we'll add nearly 300 square miles of developed land by 2040.



Utah's dramatic population growth requires that we make wise decisions.

Choice?



# There is a Better Way to Grow...



Wasatch  
CHOICE for 2040

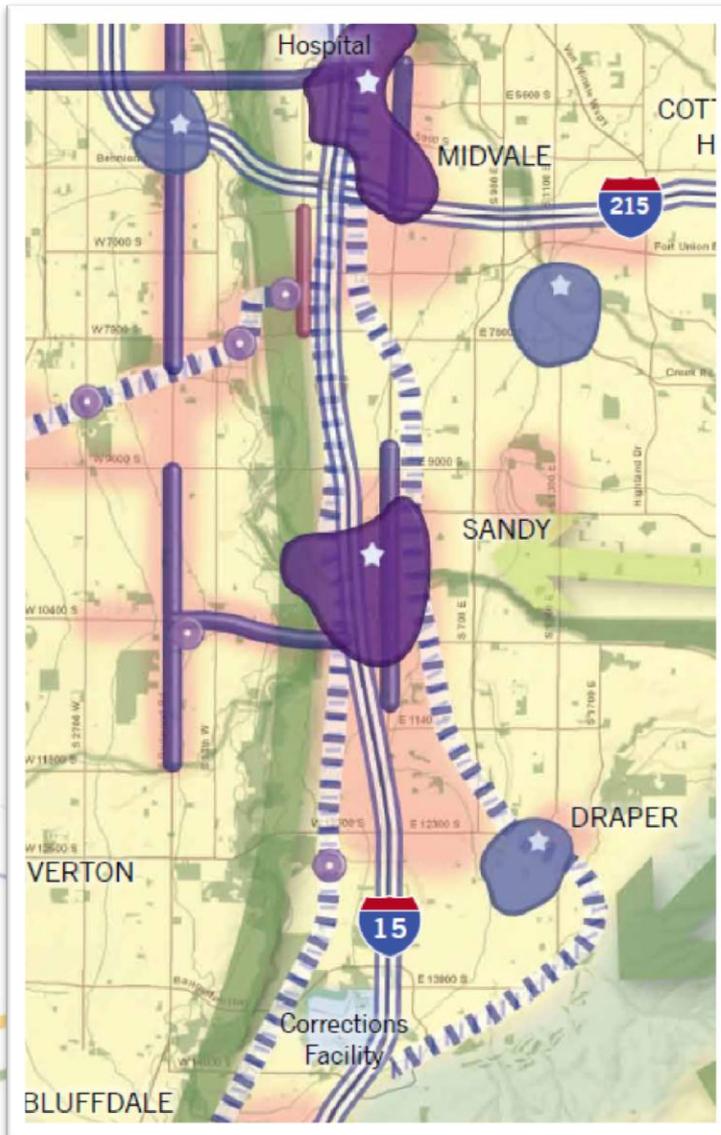
## The Wasatch Choice for 2040: A Vision for the Region

We can grow AND  
preserve our great  
quality of life.

# There is a Better Way to Grow...



Wasatch  
CHOICE for 2040



Focus growth in town centers, linked together with modern, efficient transportation systems.

# Developed by thousands of Utahns



## Wasatch

CHOICE for 2040



### Building The Future We Want

#### The Greater Wasatch Region Vision for 2040

The Greater Wasatch area is our region stretching from Provo, Canyon County to Utah County and then Snake County and into the Panguitch Area. We connect geographically with other regions, including into job and housing markets, and about the same air and water. Without and from our major resources' (high bandwidth, communication, and resources) about the same air and water. Without and from our major resources' (high bandwidth, communication, and resources) about the same air and water. Without and from our major resources' (high bandwidth, communication, and resources) about the same air and water. Without and from our major resources' (high bandwidth, communication, and resources) about the same air and water.

#### Wasatch CHOICE for 2040

##### Key Highlights

- Water Security:** The region's water resources are critical to its future. Water security is a top priority for the region. The region's water resources are critical to its future. Water security is a top priority for the region. The region's water resources are critical to its future. Water security is a top priority for the region.
- Connectivity:** The region's connectivity is a top priority for the region. The region's connectivity is a top priority for the region. The region's connectivity is a top priority for the region. The region's connectivity is a top priority for the region.
- Community:** The region's community is a top priority for the region. The region's community is a top priority for the region. The region's community is a top priority for the region. The region's community is a top priority for the region.
- Environment:** The region's environment is a top priority for the region. The region's environment is a top priority for the region. The region's environment is a top priority for the region. The region's environment is a top priority for the region.

#### General Land Use Legend

- Residential
- Commercial
- Industrial
- Open Space
- Water

Wasatch CHOICES 2040



# Growth in Centers responds to market demand



- Demographic trends:
  - First wave of baby boomers will be 65 in 2011
  - Largest number of millenials reaches 22 in 2012
- One-third of future households will prefer to live in new “walkable” developments, townhomes, condos, with access to amenities. We are far short of meeting this demand.
- The Vision puts new developments in walkable neighborhoods that preserve the character of existing neighborhoods.





Centers – focus growth in economic centers and near regional transportation systems and transit stations.

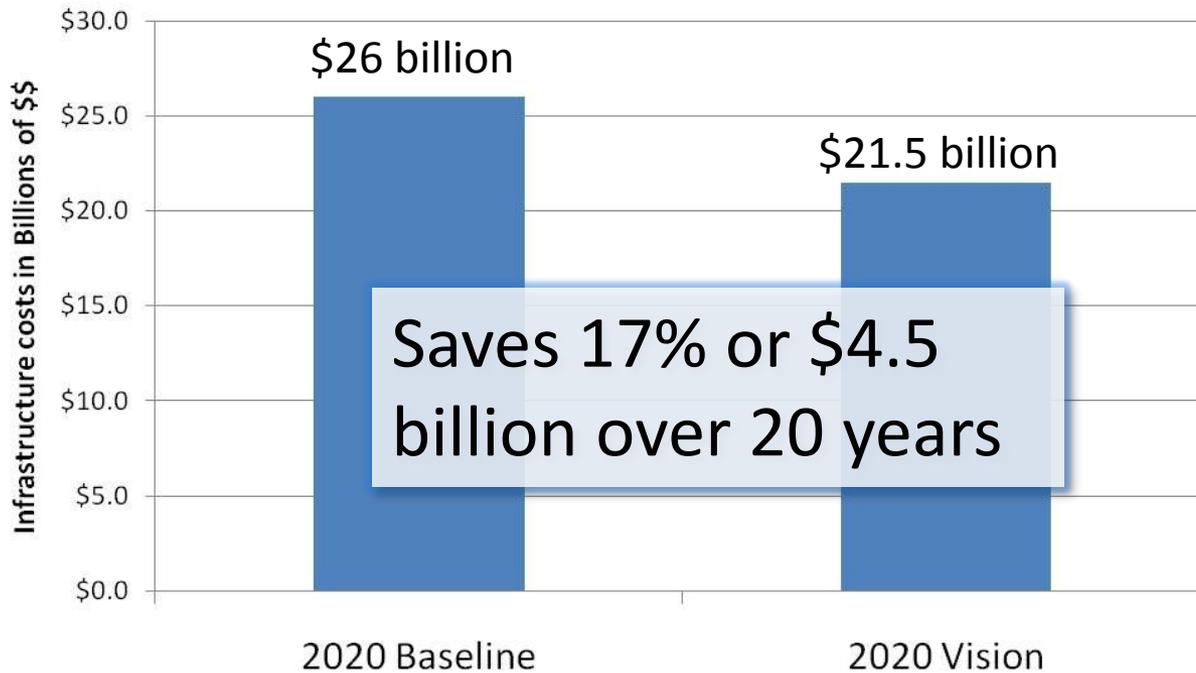


# Lower Taxes

We can save billions of dollars in infrastructure costs by growing more efficiently



20 year growth comparison:  
Baseline vs. Vision



Envision Utah Quality Growth Strategy; 1999

# Enhanced Mobility and Economic Growth



The Vision reduces traffic congestion by 18%



# Better Air Quality

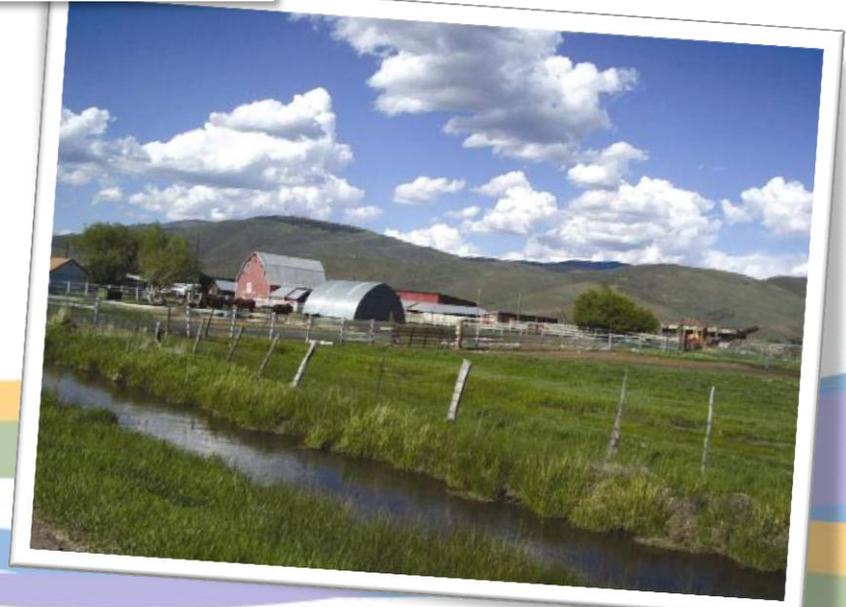


Less driving and more transportation  
choices will lead to cleaner air



# Greater Protection of Critical Lands

By encouraging infill and  
redevelopment, we will safeguard  
natural resources, working farms,  
parks and trails





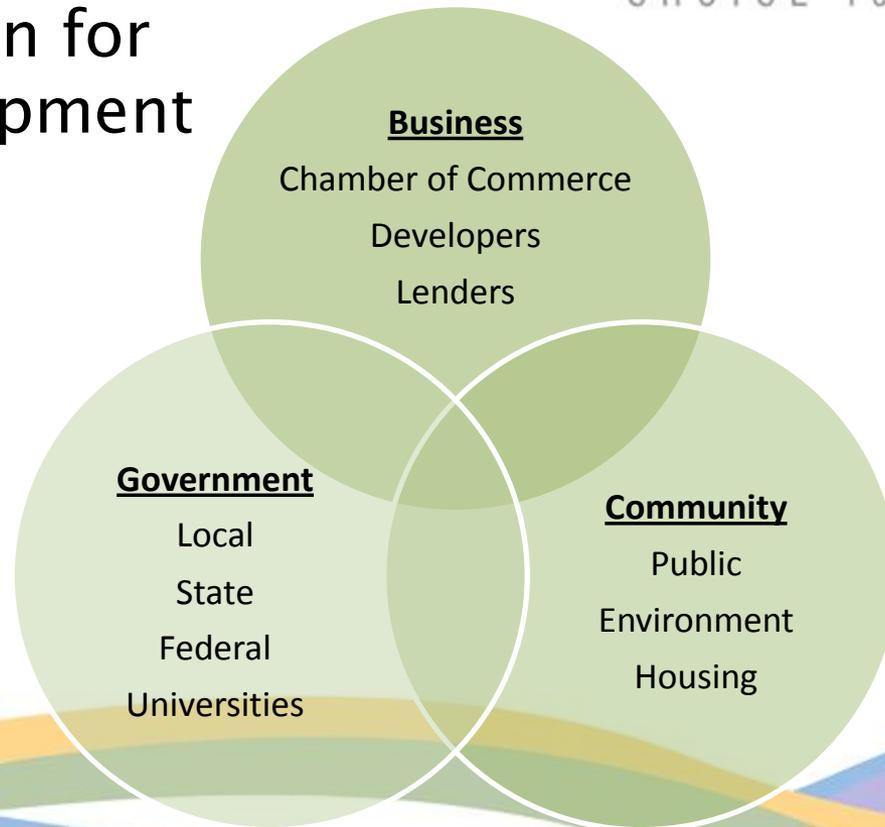
# Implementing the Wasatch Choice for 2040:



- Collaboration
- Regional Transportation Plan (RTP)
- Housing choices and opportunities
- Tools for land use and transportation decision-making
- Testing the concepts at “catalytic” sites
- “Toolbox” to share the knowledge base

# The framework for collaboration:

Partnerships to plan for growth and development





# 2040 Regional Transportation Plan

- Financially constrained, collaboratively developed, multi-modal
- Criteria for project selection and phasing: Regional travel needs, ridership, congestion relief, economic development, multimodal
- Roads: capacity, safety and preservation of the existing system
- Transit: truly comprehensive system by focusing on Bus Rapid Transit, streetcar and bus to complement rail system

DRAFT 2040  
REGIONAL TRANSPORTATION PLAN  
HIGHWAY PROJECTS



DRAFT 2040  
REGIONAL TRANSPORTATION PLAN  
TRANSIT PROJECTS



\* Projects Not shown \*  
SR - 201 / I - 80 Interchange (West)  
Little Cottonwood Canyon Snow Shed

# Utah's First Regional Housing Analysis:

Completed by the Bureau of  
Economic and Business Research at  
the University of Utah

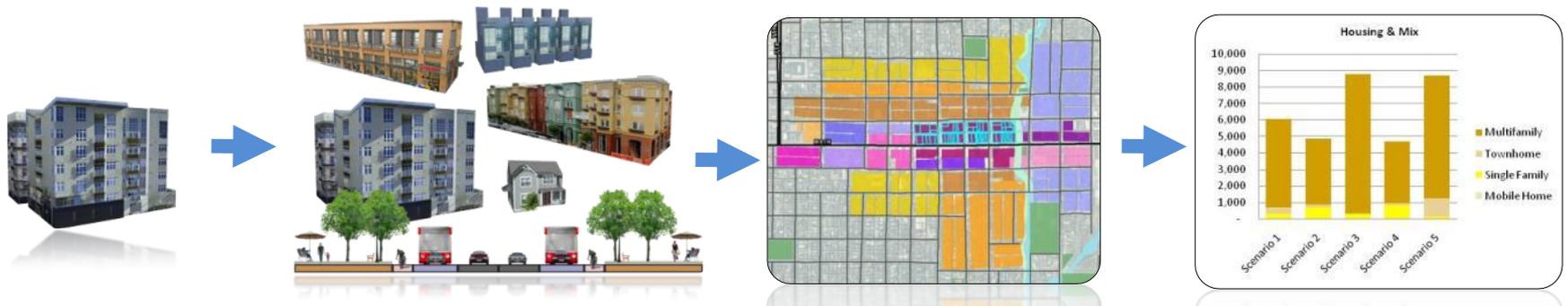
- Market driven
- Focus on housing choice



# Tools for decision-making: The Envision Tomorrow + Model (ET+)



World's foremost land-use  
impacts model

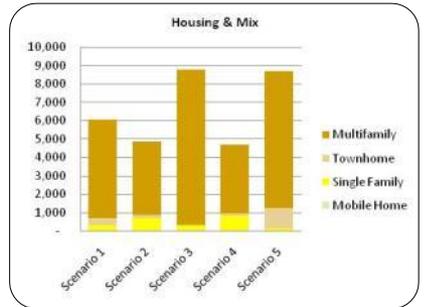


Building Types

Development  
Types

Scenario  
Development

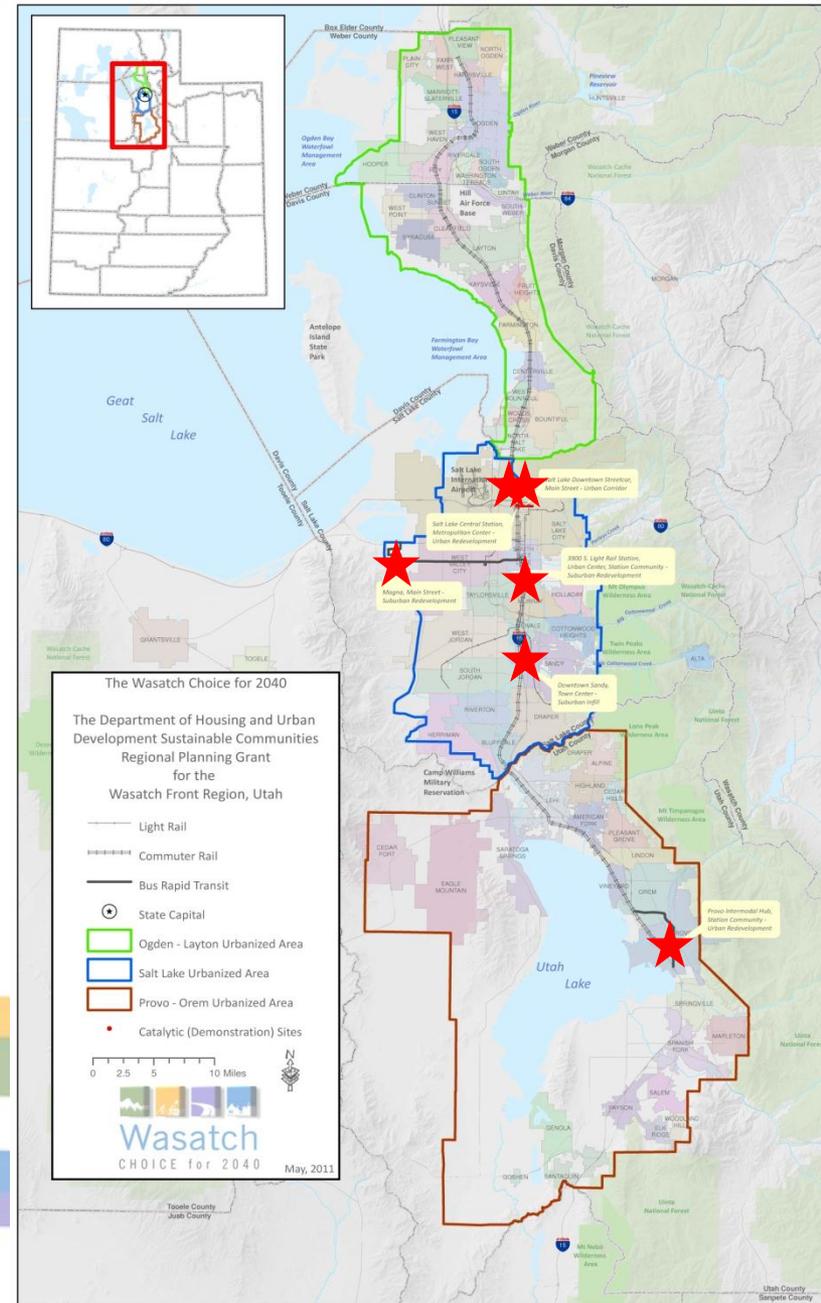
Evaluation



# Testing the Concepts:

Six demonstration sites where ET+ will be applied in a collaborative process

- 3900 South TRAX Station – South Salt Lake City / Millcreek Township
- 10000 South – Sandy City
- Magna Town Center
- Provo Intermodal Hub
- Salt Lake City Central Station
- Salt Lake City Streetcar – Downtown Salt Lake City



# Sharing the knowledge:

## The WC 2040 Toolbox

- Regional Visioning
- Envision Tomorrow +
- Transportation Plans
- Housing Strategies
- Demonstration Sites
- Form-Based Code
- Innovative Financial Tools

A graphic of a brochure for 'Wasatch CHOICE for 2040'. It features the same logo as above. The main headline is 'We Can Choose a Better Future'. Below this, there are three paragraphs of text, each preceded by a question. To the left of the text are three polaroid-style photos: 'Economic Opportunities' (city buildings), 'Nature & Outdoors' (mountain landscape), and 'Safe & Healthy Communities' (family walking). At the bottom, it says 'This is our choice to make!' and 'A Wasatch Choice Vision survey by The Center for Growth'.

**We Can *Choose* a Better Future**

We enjoy an unparalleled quality of life along the Wasatch Front. People from all over the world are drawn to our stunning scenery, rich opportunities, and friendly spirit.

As one of America's fastest growing regions, we cannot take our high quality of life for granted.

How we grow will affect how we and our children will live. Important choices face us, and the path we take will have long-term consequences.

Utah has been a national leader in collaboration and planning for the future of our communities. Will we continue to act with purpose, building on our regional vision?

Will we continue to work together today so our children and grandchildren can prosper in a good job, afford a home, enjoy an active and healthy lifestyle, travel conveniently, access Utah's natural beauty, and live in safe, neighborly communities?

***This is our choice to make!***

A Wasatch Choice Vision survey by The Center for Growth



*Thank you*

Questions?